

The Secret of Making a Good First Impression



When you are at a dinner, either formal or informal, do you know just exactly how to create conversation, what to talk about, how to be entertaining? Other guests always appreciate this. It relieves constraint, makes everyone feel happy and at ease.



At a dance, can you mingle with the men and women, make gracious introductions that arouse the desire for friendship, be so perfectly at ease that everyone around you feels at ease? When you dance, do you know what to say to your partner and how to make her feel happy in your company?



Hostesses like to invite to their theatre and opera parties those who have learned the secret of being perfect guests—those who know what to say and when to say it, what to do and when to do it. It is remarkable the way a good manner can prepossess people in your favor—make them want to know you, and like you.



At weddings, receptions, teas—on all social occasions, do you know what to wear, how to create conversation, how to be entirely at ease? The knowledge of what to do, say, write and wear on all occasions not only gains many friends but gives one a feeling of poise and power.

THE one sure way to make people like you and want to be with you, is to have an engaging manner. And the only way to have an engaging manner is to be absolutely free from all embarrassment and self-consciousness—to be well-poised and at ease at all times.

Popular men and women always seem to have an irresistible appeal to everyone with whom they come in contact. They always seem able to do the civil and correct thing as easily and naturally as saying "good morning." They are never hesitant, never awkward, never embarrassed. They always seem to know exactly what is expected of them.

Recently a well-known man was guest of honor at a tea given him by a women's organization. Clever women—all of them. Yet it was quite evident that they were flustered, that they were wondering what to do, what to say. They couldn't enjoy themselves, of course, because they were embarrassed. And the guest didn't enjoy himself because their embarrassment made him feel ill at ease.

You will find this to be true no matter where you go, no matter with whom you happen to be. When one is awkward, ill at ease among strangers, always hesitant and in doubt, one never seems to be welcome. But when one knows the secret of an easy, engaging manner, one is able to attract people at first sight.

The Simplest Art to Master

Music, literature, painting—all require intensive study and application. But one of the most useful arts there is—the art of knowing what to do and say on all occasions—can be mastered quickly, easily.

It is the well-bred man or woman who always feels calm, well-poised and at ease. Etiquette is useful because it enables you to adapt yourself to every environment—because it enables you to make yourself pleasing to all people. Etiquette will show you the way to make yourself agreeable and likable to the people you meet socially and in business.

Almost in one evening you can master the art of etiquette. It is one of the most fascinating arts to master. It tells you all you need to know, regarding perfect table manners, excellent control of the impulses, shows you how to become a pleasing conversationalist and an ideal guest. It will solve all the little problems that may be puzzling you, show you how to be master of every situation, no matter how puzzling.

Are you sure of yourself? Will you be ready when your big moments in life

come? Do you know how to make an impressive entrance into a drawing room, how to have flawless table manners, how to create conversation, how to make and acknowledge introductions? Do you know what to wear to a dance, a tea, a wedding, a yacht party?

The Book of Etiquette—Two Volumes of Valuable Information

The Book of Etiquette is indeed the most complete and authoritative work on etiquette available today. It is a veritable treasure-trove of information—encyclopedic in scope, fascinating in form, thoroughly indispensable to the man or woman who values the friendship and admiration of the people with whom he or she comes in contact.

Wedding etiquette, the etiquette of games and sports, of introductions, of correspondence, of dress; dance etiquette, hotel etiquette, travel etiquette—all are covered in the Book of Etiquette. There are chapters for the engaged girl, chapters for the bachelor, chapters for the business woman. Nothing is omitted, nothing forgotten. Here is the "opportunity" you have been waiting for—the "golden chance" to make yourself a magnet for friends—to gain the polished poise and ease of manner that will make people like you at first sight.

The Book of Etiquette will prove extremely valuable in the home, where you can refer to it readily. Perhaps an unexpected invitation will arrive and you will want to know how to acknowledge it. Perhaps you will receive a dinner invitation and you will want to know whether asparagus is taken in the fingers or with a fork, whether olives are taken with a fork, how corn on the cob is eaten. There are so many little problems, so many embarrassing little situations that can take

you off your guard and cause you discomfort and humiliation.

Free for Five Days' Examination

Would you like to have the Book of Etiquette sent to you absolutely free for 5 days' examination—free to read, study and glance through at your leisure? If you just clip and mail the coupon below at once, the complete two-volume set of the Book of Etiquette will be sent to you entirely without cost or obligation.

Don't send any money—just the coupon. When the Book of Etiquette arrives, read the chapters that interest you. Glance at the illustrations. Keep the books at our expense for 5 days. During that time decide whether or not you want to keep the books—whether or not you can do without them. If you decide to keep them, send only \$3.50 in full payment. Otherwise return the books and the examination will not have cost you a penny. But be sure to act at once. Clip and mail this coupon NOW. Nelson Doubleday, Inc., Dept. 10312, Garden City, N.Y.

NELSON DOUBLEDAY, Inc.,
Dept. 10312, Garden City, N. Y.

Without money in advance, or obligation on my part, send me the two-volume set of the Book of Etiquette. Within 5 days I will either return the books or send you only \$3.50 in full payment. It is understood that I am not obligated to keep the books unless I am delighted with them.

Name.....
(Please write plainly)

Address.....
Check this square if you want these books with the beautiful full leather binding at \$5 with 5 days' free examination privileges.
(Price outside U. S. \$3.50 cash with order.)